

The County will form a Route 28 Steering Committee of public and private experts to assist the County with the marketing, development and monitoring of the Corridor's strategic implementation plan, including the metrics used to assess the impact of the Route 28 Corridor Plan on expected outcomes. The Steering Committee will establish three work groups related to plan implementation:

- a. Design: The work group will assist with: the development of an illustrative design handbook and architectural standards for property owners and developers in the corridor, coordinate with the Zoning work group on the development of design regulations and performance standards as part of revisions to the Loudoun County Revised 1993 Zoning Ordinance, and identification and planning of high priority gateways, bridge enhancements, landscaping projects, and other roadway beautification efforts;
- b. Zoning: The work group will advise the County with the development of the zoning mechanisms (regulations and performance standards) that will be used to implement corridor plan policies.
- c. Transportation: The work group will assist with: Coordination with VDOT to prioritize, fund, and implement road improvements that create better efficiencies and reduce traffic congestion within the corridor, develop guidelines for context-sensitive street designs, identify opportunities for greater bicycle, pedestrian, and transit accessibility from employment areas to existing and planned neighborhoods within and outside the corridor, identify additional locations for Route 28 bicycle and pedestrian cross-connections, including bridges and decks, which will decrease the barrier of the highway to bicycle and pedestrian movement, and develop Travel Demand Management strategies with assistance from the private sector to reduce the use of single-occupant vehicle trips and optimize transportation system performance during peak and off-peak periods.